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Monday, August 5, 1985

# Advertising Age

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## *Not exactly the look of love*

The fall print campaign for Coty's Sophia fragrance is provocative. The ad copy notes "They say you're not as innocent as you seem. They say you have a past. They say you cry too easily and laugh too much. They're right, you do. So do I. Now wear my perfume. And let them talk." But instead of a suggestive visual, three grandmotherly types, dressed in black, stare into the camera, their eyes full of censure. Beber Silverstein & Partners, New York, handles.

# U.S. to decide soon on tv ad exclusivity

By STEVEN W. COLFORD

WASHINGTON—A two-year federal antitrust probe of beer advertising exclusivities on network tv sports could be resolved within the next few weeks.

Top-level policy determinations on the case, instigated by Stroh Brewery Co., Detroit, are expected shortly now that the Senate has confirmed Douglas Ginsburg as the new assistant attorney general in charge of the Justice Department antitrust division.

The investigation started after officials of Stroh complained to Justice that exclusivity arrangements between the tv networks and Anheuser-Busch and Miller Brewing in prime live-action sports precluded Stroh from being able to compete fairly through television advertising. Network and local tv ad sales executives have routinely marketed exclusivities for years, and there are hundreds of such pacts in place in sports and other programing.

Sources close to the investigation expect the department's antitrust staff to press Mr. Ginsburg for action that could force the networks and advertisers to alter or eliminate granting of exclusivities, a practice that prevents Stroh and other tv advertisers from gaining an advertising foothold on some premium-audience programs.

Under questioning at his recent Senate confirmation hearing, Mr. Ginsburg assured Sen. Howard Metzenbaum (D., O.) prompt action would be taken on the exclusivities investigation. Sen. Metzenbaum, an outspoken critic of Reagan administration antitrust policy, also warned Mr. Ginsburg that he expected an explanation if the department failed to take action.

Exclusivities usually entail an advertiser paying more than the going rate for the distinction of being the sole sponsor of its kind during a particular program. The arrangements forestall the entry of rival marketers on such attractive programing as pro sports.

Mr. Ginsburg, who recently left the Office of Management & Budget, will have the final word on whether to close the investigation, which began in December, 1983, or press the networks for changes in the way exclusivities are arranged.

The tv networks, A-B and Miller have maintained that exclusivities don't restrain competition. They

(Continued on Page 64)

### BBDO may gain in marketing change

# Polaroid agency shuffle?

By GAY JERVEY

Reports have begun to circulate since Polaroid's recent changes in top marketing management that BBDO may be a strong contender for part of Polaroid's business, possibly the introduction of the new 7000 instant system next year.

Ally & Gargano, agency for Polaroid's domestic consumer photography business, for the past several months has been working on preliminary strategy for the 7000's U.S. debut.

BBDO, which only handles Polaroid sales promotion and direct-response work, has been given a business-to-business project on the 7000, sources said. BBDO declined comment. A Polaroid spokesman said BBDO's current work is limited to existing projects.

However, sources close to Polaroid indicated the company's agency lineup could change, given the pressures associated with the 7000 introduction and the marketing management shifts (AA, July 29).

The company last month eliminated the post of group vp-worldwide advertising, for two years held by M. Carl Johnson, as part of a corporate restructuring. The revamp was designed to soften the company's complex matrix management system, often criticized for frequently requiring too many participants in decision-making.

Both William O'Neill, group vp-consumer photography, and Peter Eichorn, vp-North American marketing operations, will have a stronger say in who handles the 7000, the name Polaroid has adopted internally for a new generation of instant products it hopes will resuscitate the waning instant photography business.

Sources agreed this bodes well for BBDO, whose work has been well received.

Earlier this summer, Cambridge, Mass.-based Polaroid reportedly asked Ogilvy & Mather to do spec-

(Continued on Page 62)

# Rice leaves FMR to form own shop

By BOB GEIGER

MINNEAPOLIS—Award-winning executive art director Nancy Rice last week resigned from Fallon McElligott Rice to form a competing ad agency here with her husband, Nick.

N. Rice

One of FMR's five co-founders, Ms. Rice is the first principal to leave the agency since it opened in 1981. She was the quiet force behind the agency's campaigns for *Rolling Stone*, the *Wall Street Journal* and Gold 'N Plump Poultry.

Details of the Rices' new agency, called Rice & Rice, are shrouded in secrecy, as are Ms. Rice's reasons for resigning.

"I don't think this will mean anything negative for FMR's creative," she said. "This is a baby that I'm proud of, and it will blossom without missing a step."

Ms. Rice, 37, carries no FMR accounts to Rice & Rice, which will be housed temporarily in the couple's south Minneapolis home. Within 90 days, the agency will move to downtown Minneapolis offices. Hiring of an account supervisor, copywriter and production manager are planned, Ms. Rice

(Continued on Page 67)

## Last Minute News

### *Mickelberry profits skid 59.3%*

NEW YORK—Mickelberry Corp. watched net income plummet 59.3% to $187,000 in the second quarter as revenues rose 13.6%, to $35.1 million, over the same period last year. For the first half, net income dropped 28.8% to $898,000; revenues were up 20.2% to $69.7 million.

### *Texaco tags 8 finalists*

WHITE PLAINS, N.Y.—Texaco has narrowed the field to eight agencies for a successor to Benton & Bowles, New York. Texaco was to begin visiting the first of the finalists today. The eight are reported to be Backer & Spielvogel, Ted Bates Advertising, Dancer Fitzgerald Sample, William Esty Co., Jordan Case Taylor & McGrath, Needham Harper Worldwide, Ross Roy Inc. and Young & Rubicam. The $24 million account was jarred loose by the B&B merger with Amoco agency D'Arcy MacManus Masius.

### *Ralston Chex out agencies*

ST. LOUIS—Ralston Purina Co. has put its $12 million Chex cereals account under creative review, sources say. Competition is limited to incumbent Wells, Rich, Greene/New York and two of Ralston's other agencies: Gardner Advertising and in-house Checkerboard Advertising. Sep-

(Continued on Page 8)

# C/D ties weaken at Apple

By CLEVELAND HORTON

Another link between Apple Computer and its agency, Chiat/Day, Los Angeles, was snapped last week with the departure of Mike Murray, Apple's marketing and communications manager.

Mr. Murray, who sources said cleaned out his office in a day, was the person who decided to air Chiat/Day's controversial "Lem-

(Continued on Page 67)

NEWSPAPER

AA
DC2001ACONGLI
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
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WASHINGTON DC 20014

# Airline discount seats rise along with prices

By BRIAN MORAN

Major airlines planning to match United Airlines' more expensive fare structure are expected to weather any attacks from cut-rate carriers by offering more discounted seats on highly competitive routes.

The new structures are scheduled to take effect in late August, near the end of the peak summer travel season and at a time of year when airlines traditionally have trimmed fares. But most carriers are expected to blunt the negative marketing aspects of the average 4% fare hike by expanding their discount-fare programs.

"There are still going to be some pretty terrific deals," said William Dowse, vp-advertising, Eastern Air Lines. "United's [fare structure] filing, with its stepped series of advance purchase requirements at different fares, should increase opportunities for discounting for all of us."

Miami-based Eastern late last week had not decided how it would respond to United's proposed fare structure, which ties coach fares to mileage. Several other carriers—including Atlanta-based Delta Air Lines and Minneapolis-based Republic Airlines—said they were leaning toward matching United's plan.

American Airlines, Dallas; Piedmont Aviation, Winston-Salem, N.C., and Trans World Airlines, New York, said they would restructure their fare systems to match United's plan, which goes into effect Aug. 17 (AA, July 29).

Under the new structure, most carriers will offer two discount fare programs: A 14-day advance purchase, with a 45% discount, and a 30-day purchase, with a 60% to 70% discount. The new structure would eliminate the seven-day advance fare.

All of the carriers said no advertising plans have been set to address the new fare structure or expansion of discount programs.

The effect of the new structure on specific routes will vary widely, so it is too early to tell how a corporate ad program might deal with the changes, airline officials said.

Industry analysts said that making more discount seats available should help carriers maintain high load factors into the fall, despite the fare increases. Fares on the most heavily discounted tickets, like United's unrestricted Super Coach ticket, will rise about 10%.

"They'll have to loosen up the availability of the

(Continued on Page 64)

## Fashionable tv

Quasar Co. targets women with ads for Fashion Accents televisions with unusual remote controls in print ads breaking in September magazines. (See story on Page 62.)

# Highlights

**This fall,** photocopier and printer marketers will unleash a new type of machine—known in the industry as the "electronic whiteboard" or "copyboard"—that observers say could revolutionize the way business meetings and sales presentations are conducted. *See Page 6.*

**Krystal Co.** is returning to a back-to-basics, product-oriented campaign, following a brief fling with image advertising through its new agency. *See Page 10.*

**The Florida** department of citrus is squeezing more money out of its budget than ever before to promote its new seal of approval for Florida-processed orange juice. *See Page 12.*

**Harley-Davidson** had a reputation to protect. The motorcycle marketer realized its image was being tarnished by unauthorized products using its logo, so the company created its own strict licensing program. *See Page 30.*

**"Class" is the word** K mart Corp. executives use most often when they talk about actress Jaclyn Smith. And a touch of class is

just what K mart is looking for with the introduction of its Jaclyn Smith fashion collection. *See Page 56.*

### CORPORATE CLOSEUP

**Kellogg Co.'s** single-minded dedication to the cereal business, generous ad support and timely new products have kept it atop the ever-dwindling heap of cereal marketers. Despite some predictions that the domestic cereal market is nearing maturity, Kellogg is confident the market will continue to grow. *See Page 4.*

### FORUM

**Al Dudreck** discusses the role of sensitivity in business. *See Page 20.*

**JWT producer** Michael Leary advises those looking for a real representation of Madison Ave. in movies: Don't. *See Page 20.*

### INTERNATIONAL

**The Canadian Radio** & Television Commission has issued a controversial ruling prohibiting celebrities in alcoholic-beverage advertising that could leave Lite beer from Philip Morris' Miller Brewing high and dry. *See Page 36.*

**Stanley Cohen**, London-based editor of *Focus*, a sister publication of ADVERTISING AGE, comments on life in London, specifically proposed advertising on the British Broadcasting Corp. and the role of lawyers in the U.K. *See Page 37.*

### VIDEOTECH

**Advertisers** know plenty of people watch tv, but they're not always certain viewers *like* what they see. A tv researcher plans to inject the emotional element into tv research, believing the more a viewer likes a show, the more he'll like commercials that go with it. *See Page 38.*

### DIRECT MARKETING

**Two new promoters** of in-store, coupon-dispensing machines are preparing their entries into the nation's supermarkets, despite the recent bankruptcy of one competitor and the faltering start of another. *See Page 48.*

### *COMING THURSDAY*

### SPECIAL REPORT

**The cattle rancher** and the oil man are only two of the many faces of Texas. It's a big state with a large variety of residents, requiring diverse methods for marketers. Special Report will examine the Lone Star State in *Thursday.*

### REGULAR FEATURES


| | | | |
|---|---|---|---|
| ACCOUNT CHANGES | 56 | ON THE LOOSE | 58 |
| ADBEAT | 57 | PERSONAL PRIVILEGE | 28 |
| ADVERTISING MARKETPLACE | 53 | PHOTO REVIEW | 32 |
| BRADY'S BUNCH | 40 | PRESSTIME | 8 |
| CON-SID-ERATIONS | 18 | QUARTERLY EARNINGS | 66 |
| CONSUMER WATCH | 12 | REGIONAL NEWS | 46 |
| CORRECTIONS & CLARIFICATIONS | 6 | VIDEOTECH UPDATE | 38 |
| EDITORIAL | 18 | WORLD NEWS ROUNDUP | 3 |
| FOR THE RECORD | 61 | | |
| FORUM | 20 | FIGURES TO FILE | |
| LETTERS | 24 | | |
| MEDIAMOVES | 58 | COLD CEREAL MARKET SHARES | 42 |
| NEW PRODUCTS | 60 | COLD CEREAL'S TOP 10 | 42 |
| OBITUARIES | 57, 61 | NEWSPAPER ADVERTISING INCHES IN MAY | 52 |


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# Now, where will Ted turn next?

By MAURINE CHRISTOPHER

If Ted Turner's dream of capturing CBS has finally collapsed, where will he dash off to next?

Turner-watchers suggest several possibilities.

For years Mr. Turner has been huddling with motion-picture studios about possible deals. Last week, Turner Broadcasting System's Cable News Network reported that the TBS chairman was in Los Angeles for talks with MGM/UA Entertainment Co. executives.

Mr. Turner could not be reached for comment at press time, but Kirk Kerkorian, 50.1% owner of MGM/UA, has said he wants to sell at least part of the MGM movie complex.

While one source close to Mr. Turner said CNN reporters were wrong about what was on the boss' calendar during his last trip West, another insider said the principal owner of Atlanta-based TBS has talked to a variety of film companies, and this deal appears to be hotter than the others.

Meanwhile, there was a flurry of fanciful speculation about Mr. Turner's own future. Will he choose another takeover target in broadcasting? Though CBS Inc. and American Broadcasting Cos. both seem safe from hostile raiders, RCA Corp., parent of the National Broadcasting Co., is technically available. RCA has barriers

(Continued on Page 64)

## Late West Coast news

# Almaden fall blitz has 'Dynasty' star

**Almaden Vineyards** has signed "Dynasty" star Catherine Oxenberg as spokeswoman for new Almaden Golden Champagne. The San Jose-based winery is producing tv commercials featuring the real-life princess for a heavy schedule starting in October. BBDO/West, San Francisco, handles the $10 million account.

**Doyle Dane Bernbach** acquired York/Alpern, a $14 million Los Angeles-based agency specializing in healthcare advertising, late last week, to form York Alpern/DDB. Principals Karen Portugal York and Barbara Bellman Alpern will continue as ceo and president-creative director, respectively. Key clients include Cedars-Sinai Hospital, HealthNet and PPO Alliance.

**The California** State Lottery Commission will sign contracts with one or more local stations to broadcast lottery games starting in September or October. Instant winners will win the right to appear on the nightly broadcasts, trying their luck with a "Wheel of

(Continued on Page 67)

# Okidata's new copiers may cut overhead

By BRIAN MORAN

Remember during those big college lecture classes, when the professor slapped a flimsy transparent sketch onto an overhead projector to drive home a crucial point?

Along with hundreds of other squinting students, you probably scribbled furiously to copy a graph or chart in your notebook before the wily instructor dashed ahead to the next slide.

This fall, photocopier and printer marketers will unleash a new type of machine—known in the industry as the "electronic whiteboard" or "copyboard"—that observers say could revolutionize the way college classes, business meetings and sales presentations are conducted.

The machine consists of a large white writing surface, similar to a blackboard, connected electronically to a printer. After drawing or writing on the board with a special pen, the teacher, boss or meeting leader can press a button and instantly provide the audience with sharp paper copies.

Office-equipment dealers are eager to get their hands on the new technology, developed in Japan and shown here for the first time last month at an industry trade show in Las Vegas.

Okidata, a large marketer of printers for personal computers, says it has the first model of the new category to hit the market. Mount Laurel, N.J.-based Okidata, a unit of Japan's Oki Electric, began shipping its Oki Copyboard last month to more than 100 dealers. A 75-by-58-in. model retails for $3,495; a smaller model sells for $2,795.

Okidata is supporting the introduction with a $2 million print campaign via Shimer vonCantz, Philadelphia. Media schedule includes the *Wall Street Journal* and major-market newspapers, and *Business Week* and *Inc.*, demographic editions of *Newsweek* and *Time* and office equipment and in-flight books.

One spread ad shows an Oki Copyboard in a replica of the Oval Office, over the headline: "The Great Communicator. Every office should have one."

Okidata's parent company in Japan has sold 15,000 units of the machine since it was introduced there about 18 months ago, said Ronni Barton, marketing communications manager. Okidata hopes to sell 10,000 units in the U.S. during the next year, Ms. Barton said.

A host of other copier marketers are readying "whiteboard" entries, in pursuit of anticipated heavy demand for the device among businesses and schools. Canon USA, Lake Success, N.Y.; Sharp Electronics Corp., Paramus, N.J., and Ricoh Corp., West Caldwell, N.J., all are expected to have models on dealer shelves soon.

"No question about it—this is a sensational new-product concept," said Joel Lasko, president, Washington Photocopy Corp., a large Washington-based copier dealer. "Sure, it's something of a gimmick, but it's helpful to anybody who has meetings."

Dealers anticipate heated competition among manufacturers for the general business and education markets.#

**Okidata unveils** the Oki Copyboard via a $2 million print campaign set for major-market newspapers and magazines.

# Auto makers gird for imports

By JESSE SNYDER

ACME, MICH.—Domestic auto makers are evolving a two-step defense of the heart of the U.S. market as Japanese marketers take aim at mid-size cars: Advertising now, technology later.

"Clearly, marketing costs will increase this fall," Ford chairman Donald Petersen said last week at a University of Michigan auto seminar here. That's when the surge of Japanese imports will hit following the virtual lifting of import quotas.

The Big Three won't discuss specifics, but over-all factory auto advertising will rise 16% to 18% in 1985, says Robert Coen, McCann-Erickson's chief trend analyst.

Including matching funds that auto marketers contribute to dealer groups, that could push factory auto advertising past the $3 billion mark by early 1986.

First-tier Japanese auto makers are moving up in auto weight for several reasons: U.S. auto makers conceded the low-end market to imports and are using second-tier Japanese companies for their own small cars; Koreans and other low-wage countries are planning price-value assaults on Japanese small cars in the U.S., and the Japanese have 25% more cars to sell this year.

"[The Japanese] are very good economists. They see the remarkable profitability of the upper portions of our market," Mr. Petersen said.

"For successful companies, the U.S. is no longer an optional market but an essential one," said David Cole, director of U-M's office for the study of automotive transportation.

"By and large, the profit of the world auto market is being made in North America," Mr. Petersen said. He acknowledged a few exceptions, but Europe and the Japanese home markets are depressed.

Mr. Petersen believes U.S. marketers can blunt the new Japanese assault. "I'm not sure they'll be able to sell 25% more cars this year," he said.

The second phase for U.S. marketers is increased technology. The Big Three is determined to keep a lead in areas in which they are ahead of imports (such as corrosion control) and "leapfrog" the Japanese in others, said Alex Mair, GM vp-group executive of technical staffs.

Part of that effort is GM's well-publicized Saturn Corp. and Ford Alpha and Chrysler Liberty projects, designed to overcome a $2,500 Japanese small-car cost advantage through changes in design, engineering, manufacturing, distribution and marketing.

But technology must add value in the mind of the buyer to be worthwhile, said Robert Eaton, GM vp-advanced product and manufacturing engineering. GM is pushing to convert the car from a mechanical to an essentially electromechanical product by 1995, but the benefits that will make it more marketable include better reliability, computer-controlled brakes and transmissions that prevent skidding at all times and navigation systems.#

# AHS eyes image ads

By JULIE FRANZ

CHICAGO—American Hospital Supply Corp., about to be merged into Baxter Travenol Corp., last week took the surprising step of hiring Cramer-Krasselt to create a $1 million corporate-image campaign.

Evanston, Ill.-based AHS last month accepted a $3.8 billion takeover bid from Deerfield, Ill.-based Baxter Travenol after earlier nearly completing a union with Hospital Corp. of America, Nashville. The AHS-Baxter merger should be completed by the fourth quarter, and likely will wipe out the American Hospital Supply name, Baxter sources say. AHS officials couldn't be reached for comment or explanation of the need for a corporate campaign.

AHS never has turned to advertising to build a national brand name, but president Karl Bays is known to favor advocacy advertising on healthcare issues (AA, April 8).

Sources say Cramer-Krasselt's campaign, due this fall, will focus on AHS' efforts in healthcare cost containment, a hotly contested issue in the field. American is considered "the Cadillac of supply distributors, with service that's unmatched in the industry," a source close to the project said. That image also fosters the perception AHS is a high-cost company.

"They wouldn't be the best if they weren't cost-efficient," the source added. That's what will be brought out in the campaign, set to run in national business and healthcare trade publications.

American's annual ad budget is about $20 million, compared with Baxter's $4 million annual budget. Both companies have focused on business-to-business advertising. Neither has an agency of record, instead doling out advertising assignments on a project basis.#

# AA's Alter promoted

NEW YORK—Stewart Alter, who has reported on the agency business for ADVERTISING AGE during the past 16 months, has been promoted to senior reporter.

In announcing the promotion, AA editor Fred Danzig made special note of Mr. Alter's ongoing coverage of merger stories such as Benton & Bowles/D'Arcy MacManus Masius and Bozell & Jacobs/Kenyon & Eckhardt. "Through hard work and diligence, Stew Alter has become the nation's leading reporter of advertising agency business news and trends," said Mr. Danzig.

S. Alter

"This promotion is our way of saluting Stew and rewarding him."

Before joining AA in April, 1984, Mr. Alter served as executive editor at *Magazine Age*, which he joined as managing editor in September, 1979.

Earlier, Mr. Alter had been an associate editor at *Parents'*; a writer/editor for *The Trib*, the short-lived New York daily, and held editorial posts at *ANNY* (now *Adweek*).

Mr. Alter earned a master's degree from the State University of New York and a bachelor's degree from Brandeis University in 1970.#

## CORRECTIONS & CLARIFICATIONS

- When Estee Lauder introduces Beautiful this fall, it will be the first time the company has used radio and tv for an introduction, not the first time the company has ever used those media, as was stated in a story due to an editing error (AA, July 29, P. 33).
- Procter & Gamble's operating earnings for personal-care products are expected to decline 50%, to $314 million, for the fiscal year just ended, not net profit as was reported (AA, July 29, P. 50).
- Grey Advertising, New York, incorrectly was identified as the agency of record for the joint S.C. Johnson & Son-Procter & Gamble "Winning shine" sweepstakes (AA, July 15, P. 76). Curtin & Associates, Englewood Cliffs, N.J., handled the promotion. Grey Advertising, New York, is the P&G Joy agency; J. Walter Thompson USA, Chicago, handles Johnson's Pledge.
- John Blair & Co.'s newest tv station, WSCV-TV, covers Miami in addition to Fort Lauderdale, and its programing is autonomous. This information was reported incorrectly in Blair's 100 leading media company profile (AA, June 27, P. 14). In addition, Blair's Network Mail circulation is 42 million, not 30 million as stated.#

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"Wizards of Marketing"
NEWSWEEK
July 22, 1985

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# Cold cereals heating up

By JOHN C. MAXWELL JR.

Last year was another record year for the cold-cereal industry. Volume was up some 3.1% compared with 1983, to 2.15 billion pounds.

In dollars, the market was up some 10% to $4.05 billion.

The main factors were good growth in adult ready-to-eat cereals, particularly brans. In addition, family-type products were up. Presweetened share was down as new licensed entries did not turn out as well as their predecessors. In 1985, we expect to see this type of trend continuing, with poundage up 3% and a price increase of 5% having been put into effect early this year.

The main news was Kellogg Co., which jumped two share points in 1984 and is currently running up another two share points to somewhere around 42.5%. This performance has been aided by new products, such as Apple Raisin Crisp, C-3PO, Fruitful Bran and Raisin Squares. However, such basic products as Frosted Flakes and corn flakes also helped.

General Foods appears to be the main company hurt by Kellogg's, as it has almost a mirror image of Kellogg's portfolio. GF was down more than two share points in 1984, and probably is down at least another share point to somewhat more than 13% currently.

Quaker Oats also suffered, particularly since Halfsies proved to be somewhat of a failure and Mr. T. is not doing well.

Currently, we think Quaker may be down as much as another share point to around 7.5%. Nabisco, which held up reasonably well in 1984, has continued in 1985 to date. Thus, the only other companies that have held up reasonably well have been General Mills, off slightly for the year, and Nabisco.

Ralston was helped by new introductions, such as Cracker Jacks and Gremlins and, more recently, Cabbage Patch and Rainbow Brite. However, the private labels, which are preponderantly Ralston, were down more than 7% in 1984 and the erosion continues.

In terms of the top 10 cold-cereal products in volume, Kellogg's Corn Flakes retained its No. 1 position, but General Mills' Cheerios dropped to No. 3 (but remained No. 1 in dollars), displaced by Kellogg's Frosted Flakes. The rest of the rankings remained constant except for 10th place—Honey Nut Cheerios joined the ranking, knocking out General Foods' Grape-Nuts.#

*Mr. Maxwell is with Furman Selz Mager Dietz & Birney, New York.*

## Cold cereal's top 10

Cheerios dropped to third place in volume last year but remained No. 1 in dollars. Figures are market share. *Source: John C. Maxwell Jr.*

| Brand | 1983 Pounds | 1983 Dollars | 1984 Pounds | 1984 Dollars |
|---|---|---|---|---|
| Corn Flakes (K) | 6.8 | 4.7 | 6.8 | 4.7 |
| Frosted Flakes (K) | 5.2 | 4.8 | 5.6 | 5.2 |
| Cheerios (GM) | 5.5 | 5.8 | 5.2 | 5.5 |
| Raisin Bran (K) | 4.6 | 4.1 | 4.5 | 4.0 |
| Chex (RAL) | 4.3 | 4.4 | 4.3 | 4.6 |
| Shredded Wheat (NAB) | 4.0 | 3.1 | 4.0 | 3.3 |
| Rice Krispies (K) | 3.6 | 3.9 | 3.5 | 3.8 |
| Raisin Bran (GF) | 3.0 | 2.5 | 2.7 | 2.1 |
| Cap'n Crunch (OAT) | 2.9 | 3.5 | 2.7 | 3.2 |
| Honey-Nut Cheerios (GM) | 2.3 | 2.6 | 2.6 | 2.9 |
| Total | 42.2 | 39.4 | 41.9 | 39.3 |

# Kellogg

(Continued from Page 4)

logg president Gerald Robinson. Ads contain both educational and promotional messages, a spokesman said.

Kellogg's two domestic agencies, Leo Burnett USA and J. Walter Thompson USA, both Chicago, also handle the company's international advertising.

The company's cereals will succeed in foreign markets where other food companies have gone awry because "the background of getting nutrition from grain is established worldwide," Mr. LaMothe said. That background gives Kellogg's products an opportunity to meet the needs of the foreign market, he added.

The company has modernized or improved production capacity at plants in Australia, Canada, England and Wales, as well as at home, in an effort to reduce production costs and meet projected demand.

Although Kellogg declined to disclose its estimates of potential growth abroad, analysts say overall growth in the U.K. and Australia should outpace the company's domestic growth, while growth on the Continent may lag slightly behind domestic rates.

The company is promising additions to its already heavy investments in research and development and marketing for new and established products, the Kellogg spokesman said.

In addition, Kellogg has added former Ford Motor Co. chairman Philip Caldwell and G.D. Searle & Co. chairman-ceo Donald Rumsfeld to its board, hoping to benefit from their "strong international marketing experience," Mr. LaMothe said.

But Kellogg has a steep road ahead abroad. In 1984, 46% of its assets were abroad, though they accounted for only 22% of operating profits. Last year, foreign profits fell 23% to $55.8 million as sales slipped 1% to $812.8 million. Domestic profits increased 14% to $194.7 million on 13% higher sales of $1.8 billion.

For the company as a whole, those figures register as a 3% increase in net income, to a record $250.5 million, on a 9% increase in sales to $2.6 billion.

In the U.S., Kellogg grew faster last year than the cereal industry as a whole. Its pound volume jumped 10% while pound volume for the industry only gained 3%.

Capital improvements cut deeply into foreign earnings, especially the $229 million Kellogg spent boosting production capacity. About 66% of that total was spent at its London, Ont., plant, the company said. Another $250 million in capital improvements is scheduled for 1985.

International raw material prices (excluding grain) rose last year, also cutting into profits, Kellogg said. Drops in noncereal volume, especially from the sale of NeoCitran cold remedy in Canada, also affected foreign earnings.

Companywide, Kellogg reported a 2.7% increase in net income for the first half of fiscal 1985, to $133.3 million. Sales were up 10% to $1.42 billion.

The gap between Kellogg's domestic and international business will continue to widen, PaineWebber's Mr. Larson said. Any gains made abroad will be exceeded by significant gains that Kellogg is expected to make in the U.S. cereal market again this year.

Kellogg is continuing to strengthen its domestic cereal position, having regained the market share it lost between 1980 and 1982. Generic and private-label copies of old-line Kellogg favorites abounded then, and at its lowest point, in 1982, Kellogg had only 35% of the market.

The company's market share in the $4.1 billion U.S. ready-to-eat cereal market is now 42.5%, up from 37.8% last year, analysts say. Growth came from steady volume gains averaging 12.5% across-the-board for Kellogg brands. Only sales of Kellogg's flagship corn flakes remained flat.

Kellogg's nearest competitors, General Mills, Minneapolis, and General Foods Corp., White Plains, N.Y., reported mediocre years in 1984. General Mills' share remained stable at 20%, while General Foods lost ground to 14% from 16% in '83.

The biggest loser for General Foods was its entry into the licensed children's cereal market: Smurf-Berry Crunch. Also slipping last year were Post Raisin Bran and Honey Nut Crunch.

Despite industry analysts' predictions, Kellogg doesn't see an end to growth in the domestic cereal market, Mr. LaMothe said. The U.S. ready-to-eat cereal market's expected annual growth of 3% to 4% is good enough for Kellogg, which expects its own cereal volume to grow between 7% and 11%, the company said.

Already this year, Kellogg is the growth leader in the cereal segment, recording 12% volume growth in February and March, according to data from A.C. Nielsen Co., Northbrook, Ill. General Foods' volume was down 8% in that period; General Mills, down 2%; Quaker Oats, down 10%; Nabisco Brands, Parsippany, N.J., down 1%, and Ralston Purina, down 12%.

To keep domestic momentum going, Kellogg's 1985 ad plans include promotional tie-ins with the Jacksons, the Statue of Liberty and Mars Inc.'s M&M's candies for Kellogg's "big four" cereals: Corn flakes, Frosted Flakes, Raisin Bran and Rice Krispies. Burnett handles those brands.

Ad spending on new and established brands increased 16.2% to an estimated $204.8 million worldwide last year. Ad spending will increase another 20% this year to about $245.8 million.

Kellogg's controversial anti-cancer diet theme for its bran cereals will continue in 1985 (AA, Oct. 29, *et seq.*). Although only All-Bran tv spots have used the theme, information linking bran to an anti-cancer diet is included on the back of all Kellogg's bran cereal boxes.

The company also is testing Extra Fiber All-Bran, a higher-fiber cereal to replace its regular All-Bran (AA, March 18, *et seq.*), sources say. Ads for the new cereal

(Continued on Page 44)

## Cold cereal market shares

Kellogg paced a record $4.05 billion market last year. Industry volume increased 3.1% to 2.15 billion pounds. Figures represent market share by pounds and dollars. *Source: John C. Maxwell Jr.*

| Brand | 1982 Lbs. | 1982 $$ | 1983 Lbs. | 1983 $$ | 1984 Lbs. | 1984 $$ |
|---|---|---|---|---|---|---|
| **Kellogg** | | | | | | |
| Frosted Flakes | 5.2 | 4.8 | 5.2 | 4.8 | 5.6 | 5.2 |
| Corn Flakes | 6.8 | 4.7 | 6.8 | 4.7 | 6.8 | 4.7 |
| Raisin Bran | 4.7 | 4.2 | 4.6 | 4.1 | 4.5 | 4.0 |
| Rice Krispies | 3.9 | 4.2 | 3.6 | 3.9 | 3.5 | 3.8 |
| Froot Loops | 2.2 | 2.8 | 2.2 | 2.8 | 2.3 | 2.9 |
| Special K | 1.5 | 2.1 | 1.7 | 2.3 | 1.9 | 2.5 |
| Bran Products | 2.7 | 2.0 | 2.8 | 2.1 | 3.1 | 2.3 |
| Frosted Mini-Wheats | 1.8 | 1.8 | 1.8 | 1.8 | 1.9 | 1.9 |
| Apple Jacks | 1.0 | 1.5 | 1.0 | 1.5 | 1.0 | 1.5 |
| Sugar Smacks | 1.3 | 1.3 | 1.3 | 1.3 | 1.2 | 1.3 |
| Sugar Pops | 1.1 | 1.3 | 1.0 | 1.2 | 1.1 | 1.2 |
| Product 19 | 0.8 | 1.1 | 0.8 | 1.1 | 0.9 | 1.1 |
| Nutri-Grain | 1.0 | 1.0 | 1.0 | 1.0 | 1.2 | 1.1 |
| Crispix | — | — | 0.7 | 0.7 | 0.5 | 0.5 |
| Honey & Nut Corn Flakes | 0.6 | 0.7 | 0.6 | 0.7 | 0.5 | 0.6 |
| Marshmallow Krispies | 0.5 | 0.7 | 0.5 | 0.7 | 0.4 | 0.6 |
| Cocoa Krispies | 0.5 | 0.7 | 0.5 | 0.7 | 0.6 | 0.8 |
| Frosted Rice | 0.6 | 0.8 | 0.5 | 0.6 | 0.4 | 0.4 |
| Fruitful Bran | — | — | — | — | 0.7 | 0.6 |
| C-3PO | — | — | — | — | 0.5 | 0.6 |
| Apple Raisin Crisp | — | — | — | — | 0.5 | 0.6 |
| Raisin Squares | — | — | — | — | 0.3 | 0.3 |
| Most | 0.3 | 0.4 | 0.3 | 0.4 | 0.2 | 0.3 |
| Raisins Rice & Rye | 0.5 | 0.6 | 0.3 | 0.4 | 0.1 | 0.1 |
| Others | 1.2 | 1.4 | 1.0 | 1.3 | 0.8 | 1.4 |
| Total | 38.5 | 38.5 | 38.5 | 38.5 | 40.5 | 40.3 |
| **General Mills** | | | | | | |
| Cheerios | 5.6 | 5.9 | 5.5 | 5.8 | 5.2 | 5.5 |
| Honey Nut Cheerios | 2.1 | 2.4 | 2.3 | 2.6 | 2.6 | 2.9 |
| Total | 1.7 | 2.4 | 1.9 | 2.6 | 2.1 | 2.8 |
| Lucky Charms | 1.7 | 2.2 | 1.6 | 2.1 | 1.7 | 2.1 |
| Trix | 1.5 | 1.9 | 1.5 | 1.9 | 1.5 | 1.9 |
| Wheaties | 2.5 | 1.9 | 2.3 | 1.7 | 2.0 | 1.4 |
| Golden Grahams | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 |
| Crispy Wheats 'n Raisins | 1.1 | 1.3 | 1.1 | 1.3 | 1.0 | 1.1 |
| Licensed Products | 0.4 | 0.5 | 1.1 | 1.3 | 0.7 | 1.0 |
| Monsters, etc. | 0.7 | 1.0 | 0.6 | 0.9 | 0.5 | 0.8 |
| Cinnamon Toast crunch | — | — | — | - | 0.6 | 0.7 |
| Cocoa Puffs | 0.7 | 0.8 | 0.7 | 0.8 | 0.6 | 0.7 |
| Buc'Wheats | 0.5 | 0.6 | 0.4 | 0.5 | 0.3 | 0.4 |
| Others | 0.3 | 0.2 | 0.5 | 0.4 | 0.6 | 0.5 |
| Total | 20.7 | 23.1 | 20.8 | 23.2 | 20.7 | 23.1 |
| **General Foods** | | | | | | |
| Post Raisin Bran | 3.1 | 2.8 | 3.0 | 2.5 | 2.7 | 2.1 |
| Grape-Nuts | 2.9 | 2.4 | 2.5 | 1.9 | 2.2 | 1.5 |
| Super Sugar Crisp | 1.4 | 1.6 | 1.5 | 1.6 | 1.4 | 1.4 |
| Honeycombs | 1.1 | 1.5 | 1.2 | 1.5 | 1.1 | 1.3 |
| Post Fruit & Fibre | 1.5 | 1.7 | 1.3 | 1.4 | 1.3 | 1.4 |
| Pebbles | 1.2 | 1.4 | 1.2 | 1.4 | 1.1 | 1.3 |
| Smurf Berry Crunch | — | — | 1.0 | 1.1 | 0.5 | 0.6 |
| Post Toasties | 1.3 | 0.9 | 1.2 | 0.9 | 1.0 | 0.8 |
| Alpha-Bits | 0.8 | 0.9 | 0.8 | 0.9 | 0.7 | 0.8 |
| Bran Flakes | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Honey-Nut Crunch Raisin Bran | 0.3 | 0.3 | 0.7 | 0.7 | 0.2 | 0.2 |
| Raisin Grape-Nuts | 0.8 | 0.8 | 0.6 | 0.6 | 0.4 | 0.4 |
| Fortified Oat Flakes | 0.6 | 0.5 | 0.6 | 0.5 | 0.5 | 0.4 |
| C.W. Post Hearty Granola | 0.2 | 0.2 | — | 0.1 | 0.1 | 0.1 |
| Others | 0.4 | 0.2 | 0.1 | 0.2 | 0.3 | 0.2 |
| Total | 16.4 | 16.0 | 16.6 | 16.1 | 14.3 | 13.3 |
| **Quaker Oats** | | | | | | |
| Cap'n Crunch | 3.2 | 3.8 | 2.9 | 3.5 | 2.7 | 3.2 |
| Life | 2.5 | 2.3 | 2.4 | 2.2 | 2.4 | 2.2 |
| 100% Natural | 1.6 | 1.5 | 1.6 | 1.5 | 1.5 | 1.4 |
| Halfsies | — | — | 0.7 | 0.7 | 0.2 | 0.3 |
| Corn Bran | 0.7 | 0.6 | 0.7 | 0.6 | 0.6 | 0.6 |
| Others | 0.9 | 0.7 | 0.6 | 0.4 | 0.9 | 0.9 |
| Total | 8.9 | 8.9 | 8.9 | 8.9 | 8.3 | 8.6 |
| **Ralston Purina** | | | | | | |
| Chex | 4.2 | 4.0 | 4.3 | 4.4 | 4.3 | 4.6 |
| Donkey Kong | — | — | 0.7 | 0.7 | 0.6 | 0.6 |
| Cookie Crisp | 0.6 | 0.6 | 0.5 | 0.7 | 0.4 | 0.7 |
| Others | 0.3 | 0.2 | 0.3 | 0.2 | 0.6 | 0.4 |
| Total | 5.9 | 5.6 | 5.9 | 6.1 | 5.9 | 6.3 |
| **Nabisco** | | | | | | |
| Shredded Wheat | 4.0 | 3.1 | 4.0 | 3.1 | 4.0 | 3.3 |
| Others | 0.9 | 0.7 | 0.9 | 0.7 | 0.9 | 0.9 |
| Total | 4.9 | 3.8 | 4.9 | 3.8 | 4.9 | 4.2 |
| All Others | 4.7 | 4.1 | 4.4 | 3.4 | 5.5 | 4.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

# Newspaper Advertising MRCS/SAU Inches

## May 1985 vs. May 1984

| | 1985 Full Run | 1985 Part Run | 1984 Full Run | 1984 Part Run |
|---|---|---|---|---|
| **AKRON, OH** | | | | |
| Beacon Journal (E) | 111,197 | 25,094 | 128,158 | 50,876 |
| Beacon Journal (S) | 70,911 | 8,803 | 68,757 | 10,647 |
| Grand Total | 182,108 | 33,897 | 196,915 | 61,523 |
| NOTE: Part run figures supplied by publisher to Media Records. | | | | |
| **ATLANTA, GA** | | | | |
| Constitution (M) | 202,312 | 55,234 | 182,023 | 48,754 |
| Journal (E) | 207,908 | 56,448 | 186,635 | 51,069 |
| Journal & Constitution (S) | 128,388 | 61,933 | 125,989 | 53,643 |
| Journal & Constitution (Sat) | 43,579 | —— | 36,454 | —— |
| Grand Total | 582,187 | 173,615 | 531,101 | 153,466 |
| NOTE: Constitution Morning and Journal Evening published five days a week only. | | | | |
| **BALTIMORE, MD** | | | | |
| News-American (S) | 39,116 | 10,754 | 33,470 | 1,724 |
| News-American (E) | 43,064 | 7,681 | 57,204 | 6,020 |
| Sun (M) | 134,954 | —— | 128,682 | 2,721 |
| Sun (E) | 110,096 | —— | 106,523 | 2,672 |
| Sun (S) | 144,803 | 31,150 | 140,071 | 21,111 |
| Grand Total | 472,033 | 49,585 | 465,950 | 34,248 |
| **BERGEN COUNTY, NJ** | | | | |
| Record (E) | 178,537 | 35,188 | 157,138 | 29,918 |
| Record (S) | 141,427 | 30,587 | 135,346 | 29,481 |
| Grand Total | 319,964 | 65,775 | 292,484 | 59,399 |
| NOTE: Record Evening published five days a week only. | | | | |
| **BOSTON, MA** | | | | |
| Herald (M) | 51,054 | —— | 43,826 | —— |
| Herald (S) | 16,780 | 31,673 | 21,069 | 19,546 |
| Globe (M) | 157,516 | 9,789 | 158,675 | 12,202 |
| Globe (S) | 166,685 | 29,439 | 165,930 | 23,199 |
| Grand Total | 392,035 | 70,901 | 389,500 | 54,947 |
| **BUFFALO, NY** | | | | |
| News (AD) | 113,243 | 28,581 | 125,277 | 25,954 |
| News (S) | 46,060 | 39,099 | 50,843 | 25,128 |
| Grand Total | 159,303 | 67,680 | 176,120 | 51,082 |
| **CAMDEN, NJ** | | | | |
| Courier-Post (E) | 125,575 | 19,845 | 118,778 | 22,366 |
| Courier-Post (S) | 55,127 | 1,449 | 48,045 | 5,194 |
| Grand Total | 180,702 | 21,294 | 166,823 | 27,560 |
| **CHARLOTTE, NC** | | | | |
| News (E) | 80,736 | —— | 82,848 | —— |
| Observer (M) | 136,533 | —— | 124,231 | —— |
| Observer (S) | 68,615 | —— | 69,122 | —— |
| Grand Total | 285,885 | —— | 276,201 | —— |
| NOTE: News-Evening published five days a week only. Part run figures not available. | | | | |
| **CHICAGO, IL** | | | | |
| Sun-Times (M) | 140,054 | 85,700 | 140,678 | 55,851 |
| Sun-Times (S) | 52,794 | 40,094 | 58,829 | 45,319 |
| *Tribune (AD) | 155,209 | 221,276 | 141,026 | 178,961 |
| *Tribune (S) | 118,853 | 98,887 | 119,482 | 109,639 |
| NOTE: Tribune figures supplied by publisher to Media Records. 1985 figures represent advertising for 4/29/85 through 5/26/85. | | | | |
| **CINCINNATI, OH** | | | | |
| Enquirer (M) | 183,261 | 6,205 | 171,450 | 19,258 |
| Enquirer (S) | 111,249 | 9,382 | 112,744 | 3,987 |
| Post (E) | 88,586 | 22,935 | 82,785 | 17,582 |
| Grand Total | 383,096 | 38,522 | 366,979 | 40,827 |
| **CLEVELAND, OH** | | | | |
| Plain Dealer (M) | 157,001 | 38,623 | 161,575 | 30,506 |
| Plain Dealer (S) | 105,875 | 7,484 | 96,449 | 11,879 |
| Grand Total | 262,876 | 46,107 | 258,024 | 42,385 |
| **DALLAS, TX** | | | | |
| News (M) | 332,604 | 16,319 | 329,250 | 18,649 |
| News (S) | 176,984 | 13,889 | 161,347 | 14,011 |
| Times-Herald (AD) | 291,584 | 25,951 | 304,767 | 28,437 |
| Times-Herald (S) | 132,204 | 10,575 | 135,602 | 23,004 |
| Grand Total | 933,375 | 66,734 | 930,966 | 84,101 |
| **DENVER, CO** | | | | |
| Rocky Mt. News (M) | 320,830 | 1,783 | 328,037 | —— |
| Rocky Mt. News (S) | 91,279 | 2,749 | 88,430 | 166 |
| Post (M) | 218,836 | 6,410 | 185,264 | 21,234 |
| Post (S) | 119,230 | 3,163 | 123,082 | 2,768 |
| Grand Total | 750,125 | 14,105 | 724,813 | 24,168 |
| **DETROIT, MI** | | | | |
| Free Press (M) | 100,886 | 48,613 | 98,476 | 54,394 |
| Free Press (S) | 45,835 | 24,559 | 41,691 | 22,731 |
| News (AD) | 162,856 | 46,626 | 136,672 | 33,282 |
| News (S) | 79,823 | 34,176 | 81,670 | 17,309 |
| Grand Total | 389,400 | 153,976 | 358,509 | 127,716 |
| **FORT LAUDERDALE, FL** | | | | |
| News & Sun Sentinel (S) | 116,936 | 30,885 | 110,546 | 25,055 |
| Sun Sentinel (M) | 299,708 | 75,977 | 319,750 | 66,540 |
| Grand Total | 416,644 | 106,862 | 430,296 | 91,595 |
| NOTE: 1985 part run and 1984 full run and part run figures supplied by publisher to Media Records. Morning figures include the Saturday Edition. | | | | |

| | 1985 Full Run | 1985 Part Run | 1984 Full Run | 1984 Part Run |
|---|---|---|---|---|
| **FORT WAYNE, IN** | | | | |
| Journal Gazette (M) | 100,214 | —— | 77,794 | —— |
| Journal Gazette (S) | 59,969 | —— | 51,966 | —— |
| News Sentinel (E) | 111,894 | —— | 96,152 | —— |
| Grand Total | 272,077 | —— | 225,912 | —— |
| NOTE: Part run figures not available. | | | | |
| ***FORT WORTH, TX** | | | | |
| Star Telegram (M) | 300,323 | 61,995 | 279,222 | 57,138 |
| Star Telegram (E) | 239,937 | 61,995 | 228,019 | 57,138 |
| Star Telegram (S) | 149,047 | 54,760 | 141,708 | 45,275 |
| Grand Total | 689,307 | 178,750 | 648,949 | 159,551 |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| **GREENWICH/STAMFORD, CT** | | | | |
| Time (E) | 85,789 | 83 | 91,105 | —— |
| Time (S) | 52,295 | —— | 41,877 | —— |
| Advocate (E) | 106,592 | 809 | 113,447 | —— |
| Advocate (S) | 53,713 | —— | 47,064 | —— |
| Grand Total | 298,389 | 892 | 293,493 | —— |
| **HARTFORD, CT** | | | | |
| Courant (M) | 157,327 | 34,486 | 151,822 | 33,572 |
| Courant (S) | 80,530 | 112,401 | 76,752 | 112,801 |
| Grand Total | 237,857 | 146,887 | 228,574 | 146,373 |
| **HONOLULU, HI** | | | | |
| Advertiser (M) | 139,007 | —— | 138,963 | —— |
| Star-Bulletin (E) | 130,662 | —— | 133,747 | —— |
| Star-Bulletin & Advertiser (S) | 74,005 | —— | 76,879 | —— |
| Grand Total | 343,674 | —— | 349,589 | —— |
| **HOUSTON, TX** | | | | |
| Chronicle (AD) | 305,284 | 41,643 | 358,518 | 40,437 |
| Chronicle (S) | 132,730 | 30,463 | 138,592 | 33,169 |
| Post (M) | 192,878 | 44,173 | 214,991 | 38,452 |
| Post (S) | 66,175 | 37,214 | 77,930 | 25,985 |
| Grand Total | 697,067 | 153,493 | 790,031 | 138,043 |
| **LONG BEACH, CA** | | | | |
| Press Telegram (M) | 122,642 | —— | 116,644 | —— |
| Press Telegram (S) | 53,838 | —— | 51,256 | —— |
| Grand Total | 176,480 | —— | 167,900 | —— |
| NOTE: Part run figures not available. | | | | |
| **LONG ISLAND, NY** | | | | |
| Newsday (E) | 201,092 | 71,584 | 178,021 | 69,004 |
| Newsday (S) | 102,741 | 84,605 | 90,929 | 81,227 |
| Grand Total | 303,833 | 156,189 | 268,950 | 150,231 |
| **LOS ANGELES, CA** | | | | |
| Times (M) | 336,561 | 325,897 | 331,856 | 299,001 |
| Times (S) | 167,586 | 87,015 | 163,450 | 89,623 |
| Herald-Examiner (M) | 73,269 | 14,043 | 56,575 | 18,961 |
| Herald-Examiner (S) | 16,037 | 4,822 | 17,347 | 5,803 |
| Grand Total | 593,453 | 431,777 | 569,228 | 370,388 |
| **LOS ANGELES/SAN FERNANDO VALLEY, CA** | | | | |
| News (M) | 228,618 | 35,801 | 204,635 | 32,901 |
| News (S) | 78,143 | 1,584 | 72,797 | 3,317 |
| Grand Total | 306,761 | 37,385 | 277,432 | 36,218 |
| ***LOS ANGELES/TORRANCE, CA** | | | | |
| Breeze (E & S) | 218,712 | —— | 216,940 | —— |
| Grand Total | 218,712 | —— | 216,940 | —— |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| ***LOUISVILLE, KY** | | | | |
| Courier-Journal (M) | 106,762 | 49,330 | 100,363 | 54,668 |
| Times (E) | 105,189 | 68,403 | 104,834 | 76,778 |
| Courier-Journal (S) | 58,661 | 66,567 | 60,065 | 52,861 |
| Grand Total | 270,612 | 184,300 | 265,262 | 184,307 |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| **MIAMI, FL** | | | | |
| Herald (M) | 182,766 | —— | 186,678 | —— |
| Herald (S) | 91,428 | —— | 89,663 | —— |
| News (E) | 67,940 | —— | 71,565 | —— |
| Grand Total | 342,144 | —— | 347,906 | —— |
| NOTE: Part run figures not available. | | | | |
| **MINNEAPOLIS, MN** | | | | |
| Star & Tribune (AD) | 129,932 | 26,635 | 132,424 | 31,967 |
| Star & Tribune (S) | 132,231 | 1,696 | 134,292 | —— |
| Star & Tribune (Sat) | 23,792 | —— | 25,048 | —— |
| Grand Total | 286,015 | 28,331 | 291,770 | 31,967 |
| ***NASHVILLE, TN** | | | | |
| Banner (E) | 129,716 | —— | 110,937 | 33,536 |
| Tennessean (M) | 129,260 | —— | 110,570 | 33,536 |
| Tennessean (S) | 88,037 | —— | 66,522 | 24,166 |
| Grand Total | 347,013 | —— | 288,029 | 91,238 |
| NOTE: 1985 figures supplied by publisher to Media Records. | | | | |
| **NEW BRUNSWICK, NJ** | | | | |
| Home News (E) | 97,028 | 2,681 | —— | —— |
| Home News (Sun) | 74,636 | 1,135 | —— | —— |
| Grand Total | 171,664 | 3,816 | —— | —— |
| NOTE: 1984 figures not available. | | | | |

| | 1985 Full Run | 1985 Part Run | 1984 Full Run | 1984 Part Run |
|---|---|---|---|---|
| **NEW YORK, NY** | | | | |
| Times (M) | 180,649 | 16,202 | 178,443 | 17,700 |
| Times (S) | 181,304 | 106,325 | 182,284 | 109,757 |
| News (M) | 67,480 | 128,895 | 71,644 | 113,544 |
| News (S) | 38,568 | 86,870 | 32,101 | 81,724 |
| Post (AD) | 64,395 | * 758 | 63,462 | —— |
| Grand Total | 532,396 | 339,050 | 527,934 | 322,725 |
| **NEWARK, NJ** | | | | |
| Star Ledger (M) | 240,484 | 7,179 | 213,475 | 7,920 |
| Star Ledger (S) | 174,777 | 30,654 | 154,822 | 33,956 |
| Grand Total | 415,261 | 37,874 | 368,297 | 41,876 |
| **OAKLAND, CA** | | | | |
| Tribune (M) | 95,911 | 73,590 | 104,373 | 47,767 |
| Tribune (S) | 48,295 | 37,481 | 48,725 | 24,862 |
| Grand Total | 144,206 | 111,071 | 153,098 | 72,629 |
| **ORANGE COUNTY, CA** | | | | |
| Register (AD) | 310,266 | 106,859 | 314,865 | 89,492 |
| Register (S) | 124,535 | 9,078 | 118,725 | 7,975 |
| Grand Total | 434,801 | 115,937 | 433,610 | 97,467 |
| **PHILADELPHIA, PA** | | | | |
| Inquirer (M) | 177,528 | 65,617 | 158,941 | 60,424 |
| Inquirer (S) | 114,835 | 55,609 | 107,987 | 44,776 |
| News (E) | 86,183 | 7,819 | 84,218 | 2,619 |
| Grand Total | 378,546 | 129,045 | 351,146 | 107,819 |
| ***PHOENIX, AZ** | | | | |
| Arizona Republic (M) | 246,631 | 9,773 | 241,024 | 12,882 |
| Arizona Republic (S) | 149,087 | —— | 155,298 | —— |
| Gazette (E) | 238,120 | 9,899 | 231,617 | 13,043 |
| Grand Total | 633,838 | 19,672 | 627,939 | 25,935 |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| **ROCHESTER, NY** | | | | |
| Democrat & Chronicle (M) | 105,136 | 12,195 | 98,429 | 11,103 |
| Democrat & Chronicle (S) | 69,982 | 23,244 | 69,013 | 13,714 |
| Times Union (E) | 81,646 | 15,162 | 88,182 | 10,084 |
| Grand Total | 256,764 | 50,601 | 255,624 | 34,901 |
| NOTE: Times Union Evening published five days a week only. | | | | |
| **SACRAMENTO, CA** | | | | |
| Bee (M) | 251,344 | 20,781 | 235,300 | 24,958 |
| Bee (S) | 105,640 | 12,655 | 101,720 | 4,847 |
| Grand Total | 356,984 | 33,436 | 337,020 | 29,805 |
| ***ST. LOUIS, MO** | | | | |
| Post Dispatch (M) | 116,642 | 37,487 | 103,639 | 46,001 |
| Post Dispatch (S) | 122,912 | —— | 109,997 | —— |
| Grand Total | 239,554 | 37,487 | 213,636 | 46,001 |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| **ST. PAUL, MN** | | | | |
| Pioneer Press Dispatch (AD) | 112,007 | —— | 104,432 | —— |
| Pioneer Press Dispatch (S) | 99,655 | —— | 101,526 | —— |
| Dispatch (E) | —— | —— | 112,538 | —— |
| Grand Total | 211,662 | —— | 318,496 | —— |
| NOTE: Part run figures not available. Pioneer Press Morning and Dispatch Evening combined to one edition. Pioneer Press Dispatch All Day effective January 2, 1985. The Pioneer Press Morning activity is shown in the Pioneer Press Dispatch All Day listing. Pioneer Press Sunday changed to Pioneer Press Dispatch Sunday effective January 5, 1985. Prior to January 2, 1985, Pioneer Press Morning and Dispatch Evening had a combined Saturday edition with the activity shown only in the Dispatch Evening. | | | | |
| **SAN ANTONIO, TX** | | | | |
| Express-News (AD) | 152,031 | 28,058 | 141,857 | 35,263 |
| Express-News (S) | 95,842 | 18,601 | 75,908 | 24,008 |
| Express-News (Sat) | 40,486 | —— | 41,180 | —— |
| News (E) | —— | —— | 138,794 | 24,573 |
| Light (AD) | 148,735 | 34,308 | 129,368 | 41,135 |
| Light (S) | 100,596 | 12,729 | 69,384 | 29,302 |
| Light (Sat) | 33,573 | —— | 33,204 | —— |
| Grand Total | 571,263 | 93,696 | 629,695 | 154,281 |
| NOTE: Express Morning and News Evening combined to one edition. Express News All Day effective September 10, 1984. The Express Morning activity is shown in the Express News All Day listing. Prior to September 10, 1984, Express Morning and News Evening published five days a week only. Light All Day published five days a week only. Light Evening changed to Light All Day effective January 1985. | | | | |
| **SAN DIEGO, CA** | | | | |
| Union (M) | 247,933 | 25,023 | 235,273 | 17,512 |
| Union (S) | 119,656 | —— | 115,308 | —— |
| Tribune (E) | 259,758 | 26,983 | 246,489 | 16,965 |
| Grand Total | 627,347 | 52,005 | 597,070 | 34,477 |
| **SAN FRANCISCO, CA** | | | | |
| Chronicle (M) | 142,385 | 65,235 | 136,616 | 73,948 |
| Examiner (E) | 139,873 | 65,101 | 133,281 | 72,530 |
| Examiner & Chronicle (S) | 73,498 | 48,153 | 72,804 | 41,293 |
| Grand Total | 355,766 | 178,489 | 342,701 | 187,771 |
| **SAN JOSE, CA** | | | | |
| Mercury News (AD) | 314,292 | 37,826 | 308,973 | 47,291 |
| Mercury News (S) | 151,567 | —— | 137,774 | —— |
| Grand Total | 465,859 | 37,826 | 446,747 | 47,291 |

| | 1985 Full Run | 1985 Part Run | 1984 Full Run | 1984 Part Run |
|---|---|---|---|---|
| **SHREVEPORT, LA** | | | | |
| Journal (E) | 96,711 | 3,734 | 91,845 | 9,958 |
| Times (M) | 122,461 | 18,782 | 117,243 | 22,852 |
| Times (S) | 68,738 | 6,821 | 67,538 | 7,181 |
| Grand Total | 287,910 | 29,337 | 276,626 | 39,991 |
| ***STATE COLLEGE, PA** | | | | |
| Centre Times (E) | 106,962 | 2,168 | 94,393 | 1,854 |
| Centre Times (S) | 28,384 | —— | 27,726 | —— |
| Grand Total | 135,346 | 2,168 | 122,119 | 1,854 |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| **SYRACUSE, NY** | | | | |
| Herald Journal (E) | 101,155 | 28,552 | 95,424 | 35,809 |
| Herald American (S) | 43,494 | 42,278 | 55,799 | 19,014 |
| Post-Standard (M) | 86,152 | 36,447 | 77,417 | 30,034 |
| Grand Total | 230,801 | 107,277 | 228,640 | 84,857 |
| ***TOLEDO, OH** | | | | |
| Blade (E) | 110,702 | —— | 118,385 | —— |
| Blade (S) | 89,969 | —— | 85,344 | —— |
| Grand Total | 200,671 | —— | 203,729 | —— |
| NOTE: Figures supplied by publisher to Media Records. | | | | |
| **WASHINGTON, DC** | | | | |
| Post (M) | 300,574 | 57,210 | 296,599 | 41,761 |
| Post (S) | 150,425 | 31,881 | 144,797 | 32,470 |
| Grand Total | 450,999 | 89,091 | 441,396 | 74,231 |
| Alexandria Journal (M) | 77,335 | 877 | 61,946 | —— |
| Prince George's Journal (M) | 72,870 | 2,055 | 57,309 | —— |
| Montgomery Journal (M) | 71,100 | 1,178 | 54,903 | —— |
| Fairfax Journal (M) | 72,175 | 1,128 | 64,497 | —— |
| Arlington Journal (M) | 76,706 | 877 | 61,974 | —— |
| NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only. | | | | |
| ***WEST PALM BEACH, FL** | | | | |
| Post (M) | 224,348 | 45,601 | 222,891 | 32,949 |
| Times (E) | 189,140 | 2,029 | 188,851 | 603 |
| Post (S) | 126,029 | 17,533 | 115,376 | 10,897 |
| Grand Total | 539,517 | 65,163 | 527,125 | 44,449 |
| NOTE: Figures supplied by publisher to Media Records. Times Evening publishes five days a week only. | | | | |
| **WESTCHESTER ROCKLAND, NY** | | | | |
| Reporter Dispatch (E) | 95,632 | 22,502 | 100,636 | 23,886 |
| Reporter Dispatch (S) | 78,376 | 14,891 | 65,821 | 20,125 |
| Grand Total | 174,008 | 37,393 | 166,457 | 44,011 |
| **WICHITA, KS** | | | | |
| Eagle-Beacon (M) | 128,286 | —— | 137,717 | —— |
| Eagle-Beacon (S) | 75,811 | —— | 73,456 | —— |
| Grand Total | 204,097 | —— | 211,173 | —— |
| NOTE: Part run figures not available. | | | | |

## Source: Media Records

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**REPORTING METHODOLOGY**

Media Records continues to measure in linage but due to the introduction of the SAU 6 column format Media Records has designed and developed a methodology with the approval of our subscribers, the INAME Measurements Committee, The ANPA-NAB Working Committee, The AAAA Newspaper Committee, and other industry groups.

The approved methodology is titled The Media Records Conversion System (MRCS) and is based upon the printed page area of each product of the newspaper and is a five step approach as follows:

1. Measure Printed Page
   Width and Depth in Inches
2. Determine Square Inches of Page
   Multiply Width by Depth Inches
3. Determine the Number of SAU Inches of Page
   Divide the Square Inches by 2.0625 (SAU Inches).
4. Measure the Total Lines of the Page
   Multiply Column Depth Agate Lines by the Number of Columns on the Page
5. Determine the Factor for Converting Measured Lines to Reported SAU Inches
   Divide the Total Lines of Page by the Number of MRCS SAU Inches of this Page